Fashion Calendar

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1949

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, JULY 15, 1949

Friday July 15 8:00 A.M. Breakfast	RIBBON FASHIONS FOR VISITING PRESS	RIBBON ASSOCIATION	LONGCHAMPS B'WAY & 41ST STREET
	"You'll Wear Ribbons"--Showing for visiting editors of ribbon fashions and accessories from Paris and New York. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.		
Friday July 15 12:00 Noon Luncheon	PRESS SHOWING OF FALL HANDBAGS	KORET, INC.	33 EAST 33RD STREET SHOWROOM
	Koret will present Fall handbags to the out-of-town press at a buffet luncheon. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday July 15 2:30 P.M.	PREVIEW OF POPULAR- PRICED FASHIONS	NEW YORK DRESS INSTITUTE	HOTEL PIERRE BALLROOM
	Showing for local and out-of-town editors of Fall 1949 popular-priced fashions which will retail under twenty-five dollars. The show will be dedicated to the most popular girl of the year, who will be present as guest of honor. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.		
Friday July 15 3:45 P.M.	FALL MILLINERY SHOW FOR VISITING PRESS	MR. JOHN, INC.	53 EAST 57TH STREET SALON
	Fall millinery by Mr. John will be presented to the out-of-town press. Attendance by invitation only. Publicity: Nonni Eilers, MU. 8-4906.		
Friday July 15 7:30 P.M.	WEEKEND PARTY FOR VISITING PRESS	WILLIAM BASS; & GREENBRIAR HOTEL	WHITE SULPHUR SPRINGS WEST VIRGINIA
	William Bass and the Greenbriar Hotel have invited the out-of-town press on "The Greenbriar Special" for the weekend. The train will depart from Pennsylvania Station, N.Y., on Friday, July 15, 7:30 P.M. (DST) Sat., July 16, 6:00 P.M. - Cocktail party by Mr. Thomas J. Deegan, vice-president of the Chesapeake & Ohio Railroad. Sat., July 16, 8:00 P.M. - Dinner and Fall fashion show by William Bass. (Precious jewels from Jewelry Industry Council) Sun., July 17, 9:00 P.M. - "Nightcaps" by Guerlain Parfumers on train. Mon., July 18, 8:00 A.M. - Breakfast party by Mr. T. O. Williams, vice-president of the Maybelline Co., on train. Train will arrive at Pennsylvania Station, N.Y. at 10:00 A.M. (DST) on Monday, July 18. By invitation only. Publicity: Laura Benham, MU. 5-0022.		

WEEK BEGINNING MONDAY, JULY 18, 1949

Monday July 18 10:30 A.M.	JUDY'N JILL FASHIONS FOR VISITING PRESS	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM
	Presentation of Judy'n Jill Fall fashions to out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday July 18 12:00 Noon Luncheon	LUNCHEON SHOWING FOR VISITING PRESS	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM-24TH FLOOR
	Kane-Weill will invite the out-of-town press to a luncheon and showing of Fall fashions. By invitation only. Contact: Lloyd Weill, LO. 5-3041.		
Monday July 18 2:00 P.M.	SHOE FASHIONS FOR LOCAL & VISITING PRESS	DELMAN, INC.	754 FIFTH AVENUE SALON
	Delman will present Fall shoe fashions to the local and out-of-town editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday July 18 3:00 P.M.	SHOWING OF SCARFS FOR VISITING PRESS	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
	Brooke Cadwallader will present a showing of his Fall scarfs to the out-of-town and local press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday July 18 4:00 P.M.	FALL FASHIONS FOR VISITING PRESS	FIRA BENENSON	37 WEST 57TH STREET SHOWROOM
	The out-of-town press will be invited to a showing of Fira Benenson's Fall collection. By invitation only. Publ.: Eleanor Lambert, MU.8-2130.		
Monday July 18 5:00 P.M.	FUR FASHION SHOW FOR VISITING PRESS	ESTHER DOROTHY	68 EAST 56TH STREET SHOWROOM
	Esther Dorothy will present fur fashions to the out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday July 19 9:30 A.M. Breakfast	INFORMAL SHOWING OF PRINT FABRIC	ASCHER OF LONDON	104 EAST 52ND ST. 2ND FLOOR-SHOWROOM
	Informal breakfast showing by Ascher of London of new domestic line of silk screen printed cotton fabric. Attendance by invitation only. Publicity: Mary Marsh, PL. 9-2675.		
Tuesday July 19 4:00 P.M. Cocktails	FIRST PRESS SHOWING OF HAT COLLECTION	CHANDA, INC.	30 WEST 57TH STREET SALON - 3RD FLOOR
	Fall millinery by Chanda will be presented to the local and out-of-town press. Show at 4:30 P.M. By invitation only. Publicity: Arthur Rubin, JU. 6-5350.		
Wednesday July 20 9:30 A.M. Breakfast	FASHION SHOW FOR LIONS' CLUB	N.Y. DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
	Presentation of Fall fashions by members of the N.Y. Dress Institute for the Lions' Club. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.		
Wednesday July 20 12:30 P.M. Luncheon	FASHIONS AND FABRICS AT LUNCHEON SHOWING	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
	Presentation of Fall costumes, created by leading designers in John Walther Fabrics, during luncheon showing. Press and trade by invitation only. Contact: Elena Turner, LO. 4-8090.		
Wednesday July 20 8:15 P.M.	SELECTION OF "MISS NEW YORK CITY"	GRACE DOWNS ENTERPRISES	CARNEGIE HALL 7TH AVE. & 57TH ST.
	"Miss New York City" will be selected from a group of candidates. Winner will represent the Metropolitan area at the Miss America National Pageant. Tickets: 75¢ to $5.25. Contact: Grace Downs School,PL.9-1350.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 21 12:15 P.M. Luncheon	READY-TO-WEAR LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM

"A Price Story on Fall Fashions," a fashion show of about 20 pieces selected from Fall collections will be presented by The Fashion Group. Commentator: Nancy White, fashion editor, "Good Housekeeping Magazine," and chairman of Ready-To-Wear Division. Price (including tax and tip): $4.00 for members; $4.50 for guests. (Note change of date.) Contact: The Fashion Group, Inc., CI. 7-3940.

Beginning Monday July 25	LONDON HAUTE COUTURE COLLECTIONS	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	193 REGENT STREET LONDON, ENGLAND

Monday, July 25: Molyneux, Norman Hartnell
Tuesday, July 26: Michael Sherard, Charles Creed, Ltd., Victor Stiebel
Wednesday, July 27: Peter Russell, Ltd., Bianca Mosca, Ltd.
Thursday, July 28: Digby Morton, Ltd., Worth, Ltd.
Friday, July 29: Mattli, Hardy Amies, Ltd.
Attendance by invitation only. Cards issued by the Member Houses to whom application should be made. Contact: Lilian Hyder, Tel: Regent 3816.

Tuesday July 26 2:30 P.M. Cocktails	PRESS PREVIEW: FALL FURS AND CLOTH COATS	I. J. FOX	393 FIFTH AVENUE EMPIRE SALON

Presentation to the fashion press of the I. J. Fox Fall-Winter, 1949-1950, collection of Fur coats and "Little Furs" - fur trimmed and untrimmed cloth coats featuring originals and adaptations. Accessorized by Roberta Miles. By invitation only. Contact: Helen Rothman, MU. 5-4500.

Wednesday July 27	ARRIVAL OF REBUILT "ILE DE FRANCE"	FRENCH LINE	PIER 88 WEST 50TH STREET

The S. S. Ile de France will return to trans-Atlantic passenger service after being decorated by the French Government for duty. Completely rebuilt on a more-space, more-luxury plan, the ship will arrive on July 27, and depart again for Le Havre on July 30. On July 28, a dinner party will be given for society and diplomatic representatives. Attendance strictly by invitation. French Line Publicity: Charles J. Hogan, 610 Fifth Avenue, PL. 7-2500.

Wednesday July 27 5:00 P.M.-7:00 P.M. Cocktails	PREVIEW: NEW PERFUME LINE AND HOLIDAY GIFTS	BOURJOIS, INC.	HAMPSHIRE HOUSE COTTAGE

Bourjois presents new perfume line and collection of holiday gifts at a cocktail party for the press. By invitation only. Publicity: Grace Coppage, LO. 4-0200.

Beginning Monday August 1	SCHEDULE OF PARIS COUTURE OPENINGS	CHAMBRE SYNDICALE DE LA COUTURE DE PARIS	PARIS, FRANCE

Couture showings in Paris are scheduled as follows: Aug. 1: Balmain (for retailers), Madeleine Vramant; Aug. 2: Balmain (for manufacturers), Bruyere, Jean Desses, Marcel Rochas, Maggy Rouff; Aug. 3: Molyneux, Robert Piguet, Alex Maguy, Jeanne Lanvin, Jeanne Lafaurie, Renee Patton, Nina Ricci, Carven, Worth; Aug. 4: Alice Levon, Jacques Griffe, Paquin, Germaine Lecomte, Henry a la Pensee, Jean Patou, Balenciaga, Gres, Fath, Schiaparelli; Aug. 5: Manguin, Marcelle Chaumont, Carpentier; Aug. 8: Dior (for retailers), Jacques Heim; Aug. 9: Dior (for manufacturers), Pierre Benoit; Aug. 11: Irmone. Contact: Chambre Syndicale de la Couture Parisienne, 102 Rue du Faubourg, St. Honore, Paris.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	COLLEGE SHOP OPENINGS AND SHOWINGS		
Wednesday July 27 3:00 P.M.	ARNOLD CONSTABLE College shop opening and fashion show. Open to public. Publicity: Lynn Casey, MU. 5-2300.		3RD FL.COLLEGE SHOP
Wednesday July 27	BONWIT TELLER Publicity: Carolyn Haight, EL. 5-6800.		7TH FLOOR
Monday August 1	BLOOMINGDALE'S Publicity: Dervin O'Brien, VO. 5-5900.		3RD FLOOR
Monday August 1	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431.		3RD FL.,B'WAY BLDG.
Monday August 1	JAMES McCREERY & CO. Publicity: Jean Saville, WI. 7-7000.		4TH FLOOR
Tuesday August 2 3:00 P.M.	RUSSEKS FIFTH AVENUE Showing of fashions for college, Tuesday, August 2. College Shop will be open Monday, August 1. Open to public. Publ.: Helen Moran, WI.7-1900.		7TH FL.SPORTS SHOP
Wednesday August 3 9:30 A.M.	SAKS FIFTH AVENUE College Fashion show for the press. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.		RITZ TOWERS
Thursday August 4 3:00 P.M.; 6:30 P.M.	FRANKLIN SIMON & CO Showing of college fashions to the public at 3:00 P.M. and again at 6:30 P.M. in the College Shop on the 3rd floor. The College Shop opens Monday, August 1. Publicity: Lenore Benson, WI. 7-9600.		3RD FLOOR
Thursday August 4 6:00 P.M.	ABRAHAM & STRAUS (BROOKLYN) Abraham & Straus College Board to present showing of college clothes in The Special Events Center, 8th floor. The store's College Shop will open on Wednesday, July 20, on the 3rd floor. Open to public. Publ.: The Special Events Center, TR. 5-7200, Ext. 664.		8TH FLOOR
Monday August 8	L. BAMBERGER & CO. (NEWARK) Publ.: Mary Grizzard, or Victoria Schmidt, Market 2-1212, Ext. 2312.	Bert Adams	3RD FLOOR
Monday August 8	DE PINNA Publicity: Dorothy Coburn, MU. 8-2000.	McCall's	4TH FLOOR
Monday August 8	LORD AND TAYLOR Publicity: Gloria Carr, WI. 7-3300.		5TH FLOOR
Monday August 8	KRESGE (NEWARK) Publicity: Dorothy Armbruster, Mitchell 2-8000, Ext. 395.	Constance Bray Ext. 392	3RD FLOOR
Tuesday August 9 3:00 P.M.	SAKS 34TH STREET Presentation of college fashions. Open to public. The College Shop will open Monday, August 8. Publicity: Francis Eisner, LA. 4-7000, Ext. 445.		3RD FL.SPORTS SHOP

will let us know

(Continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)

Thursday August 11 2:30 P.M.	MARTIN'S (BROOKLYN) College fashion show on the 5th floor. Open to public. The college shop opens Monday, August 8. Publ.: Kay Connelly, TR. 5-3100, Ext. 350.		5TH FLOOR
Wednesday August 17 11:15 A.M.	B. ALTMAN & CO. College fashion show in the College Shop on the 3rd floor, Wednesday, August 17 at 11:15 A.M. The College Shop will open Monday, August 1. Open to public. Publicity: Etta Daub, MU. 9-7000.		3RD FL. COLLEGE SHOP
Saturday August 20 11:00 A.M.	GIMBELS: COLLEGE FASHIONS Showing of college fashions to the public at 11:00 A.M. in the College Shop on the 3rd floor. The College Shop opens Monday, August 15. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.		3RD FLOOR
Saturday August 27 11:00 A.M.	GIMBELS: BACK-TO-SCHOOL FASHIONS Showing of Back-to-School fashions for teenagers in the College Shop on the 3rd floor, Saturday, August 27 at 11:00 A.M. Open to public. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.		3RD FLOOR
Thursday August 4 6:00 P.M.	SHOWING OF FALL FUR FASHIONS Presentation of new fashions in furs for Fall. Open to public. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.	GIMBELS	3RD FLOOR FUR SHOP
Monday August 8- August 12	NATIONAL LUGGAGE AND LEATHER GOODS SHOW Over 200 exhibitors will display new fashions in luggage and leather goods on five floors at the Hotel New Yorker. Daily schedule: Monday, 1:00 P.M. to 9:00 P.M.; Tuesday, 9:00 A.M. to 6:00 P.M.; Wednesday, 9:00 A.M. to 9:00 P.M.; Thursday, 9:00 A.M. to 6:00 P.M.; Friday, 9:00 A.M. to 3:00 P.M. There will be a dinner dance in the Grand Ballroom, Hotel Statler, Friday at 7:30 P.M. Publ.: Sylvia Leonard, LE. 2-3960.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	HOTEL NEW YORKER 8TH AVE. & 34TH ST.
Monday August 15- August 18	NATIONAL RETAIL JEWELERS' SHOW There will be 185 exhibitors in the 1949 Convention and Trade Show of the American National Retail Jewelers Association. Contact: Mr. Charles Evans, or Mr. Boyd Evans, 551 Fifth Ave., MU. 2-2764.	AMERICAN NATIONAL RETAIL JEWELERS ASSN.	WALDORF-ASTORIA BALLROOM
Tuesday August 16 3:00 P.M.	SHOWING OF WOMEN'S SUITS BY MURRAY SICES Russeks will present the woman's suit picture for Fall by Murray Sices. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR WOMEN'S WORLD
August 19	NATIONAL AVIATION DAY (Friday).		
Sunday August 21	JUVENILE FASHION SHOW Juvenile fashion show presenting Fall and Winter fashions for children. The first event of Asbury Park's famous Baby Week. Fashion show precedes baby parade to be held on Wednesday, August 24. Publicity: Phyllis Chalzel. Bonnie Kid, CI. 6-0223.	BONNIE KID MODEL AGENCY	CONVENTION HALL ASBURY PARK, N.J.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED

Tuesday August 30	MILGRIM At 11:00 A.M.	6 EAST 57TH ST.	PUBL.: RUTH WALTZ, CI. 7-7200.
Wednesday August 31	HATTIE CARNEGIE At 2:30 P.M.	42 EAST 49TH ST.	PUBL.: IRVING KARSHIN, PL. 5-2600,
Thursday September 1	SAKS FIFTH AVENUE At 3:00 P.M.	611 FIFTH AVENUE	PUBL.: HELEN KAUPER, PL. 3-4000.
Wednesday September 7	BONWIT TELLER At 11:00 A.M.	721 FIFTH AVENUE	PUBL.: CAROLYN HAIGHT, EL. 5-6800.
Wednesday September 7	BERGDORF GOODMAN At 5:30 P.M.	754 FIFTH AVENUE	PUBL.: FLORENCE NEFF, PL. 3-7300.
Thursday September 8	HENRI BENDEL At 10:30 A.M.	10 West 57TH ST.	PUBL.: FRANCES ANDERSON, CI. 7-1100.
Wednesday September 14	OLDRIC ROYCE At 11:00 A.M.	16 EAST 52ND ST.	PUBL.: ELIZABETH MAHER, EL. 5-4248.

Sept. 5 — LABOR DAY (Monday).

Wednesday Sept. 7- Sept. 8 — THIRTY-FIFTH ANNUAL LEATHER SHOW — TANNERS' COUNCIL OF AMERICA, INC. — WALDORF-ASTORIA GRAND BALLROOM

American leathers for Spring 1950 will be presented by the Tanners' Council of America. In addition, there will be a display of shoes which were in fashion at the turn of the century. Contact: Mr. J. L. Nelson, Tanners' Council, 100 Gold Street, BE. 3-0494.

Sept. 12 — SCHOOLS OPEN IN MOST COMMUNITIES (Monday).

Monday Sept. 12 1:00 P.M. Luncheon — TALL GIRLS' FASHIONS AT LUNCHEON SHOW — PEG NEWTON — ST. REGIS HOTEL ROOF

Peg Newton will present a showing of fashions for tall girls during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Donna Cannon, LE. 2-1952. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.

Monday Sept.12 4:00 P.M. Cocktails — PRESS SHOWING OF FUR COLLECTION — BERNHAM-STEIN FURS — 660 FIFTH AVENUE SALON

Bernham-Stein will present their Fall and Winter fur collection to the press. Attendance by invitation only. Publ.: Mildred Kaldor, MU.9-5420.

Wednesday Sept. 14 9:30 A.M. — PRESS SHOWING OF FALL FASHIONS — BLOOMINGDALE'S — FLOOR TO BE ANNOUNCED

Bloomingdale's will present Fall ready-to-wear fashions at their semi-annual showing for the press. Attendance by invitation only. Publicity: Dervin O'Brien, VO. 5-5900.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
	Arnold Constable will present Fall fashions at the Waldorf's first luncheon fashion show of the season. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday Sept. 14 4:00 P.M.- 7:00 P.M.	EDUCATIONAL DESIGNS OF SHOWROOMS ON DISPLAY	KIM HOFFMANN; STEPHEN HEIDRICH	139 EAST 57TH STREET SHOWROOM
	Kim Hoffmann and Stephen Heidrich, industrial designers, will present their plans for showrooms with special display ideas for textiles, fashionsand accessories. Opening on September 14 at 4:00 P.M. to 7:00 P.M., the show will continue daily from 10:30 A.M. to 5:00 P.M. until September 24. Open to public. Contact: PL. 5-9555.		
Monday Sept. 19 1:00 P.M. Luncheon	FALL FASHION LUNCHEON SHOW	DE PINNA	ST. REGIS HOTEL ROOF
	Presentation of De Pinna's Fall fashions from three departments: Spectator Sports; Town; and Young Moderns (junior and deb). Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, MU. 8-2000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Wednesday Sept. 21 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	ARANKA, INC.	WALDORF-ASTORIA STARLIGHT ROOF
	Aranka will present Fall millinery during luncheon. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Aranka Publicity: Miss Margaret, PL. 8-2966. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Thursday Sept. 22 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	MACY'S NEW YORK	HOTEL PLAZA TERRACE ROOM
	Macy's will present Fall fashions at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Sept. 23	FIRST DAY OF AUTUMN (Friday).		
Sept. 24	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Saturday).		
Sept. 25	ROSH HASHONAH--SECOND DAY OF JEWISH NEWYEAR (Sunday).		
Sept. 26- Oct. 1	NATIONAL SWEATER WEEK, sponsored by Knitted Outwear Foundation. Publicity: Martin Stern, VA. 6-0543.		
Wednesday Sept. 28 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
	Fur fashions by Dein-Bacher of the Waldorf will be presented during luncheon. Press by invitation. Public by reservation,contact: "Nino", headwaiter, EL. 5-3000. Dein-Bacher, contact: PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Oct. 3	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Monday).		

Friday July 15 — OPENING: "MISS LIBERTY" IMPERIAL THEATRE, 45TH ST. W. OF B'WAY
Irving Berlin, Robert E. Sherwood and Moss Hart present a new musical comedy with book by Robert E. Sherwood and music and lyrics by Irving Berlin. Cast includes Allyn McLerie, Eddie Albert, Mary McCarty and Philip Bourneuf. Staged by Moss Hart. Choreography: Jerome Robbins. Sets: Oliver Smith. Costumes: Motley. Publ.: William Fields, CI. 5-7930.

Saturday July 16 — PREMIERE: "CALAMITY JANE AND SAM BASS" (Movie) CRITERION, B'WAY & 45TH ST.
Technicolor film released by Universal-International of a story by George Sherman about the colorful history of Texas. Yvonne DeCarlo and Howard Duff in starring roles. Producer: Leonard Goldstein. Director: George Sherman. Wardrobe: Yvonne Wood. Publicity: Lowell Benedict, PL. 9-8000.

Beginning Monday July 18 — FIFTH WEEK, STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.

Monday, July 18: Nathan Milstein, violinist, playing the Mendelssohn Violin Concerto; Pierre Monteux, conductor of the San Francisco Symphony, directing the orchestra.

Tuesday, July 19: An all-orchestral program including "Academic Festival" Overture of Brahms; Franck's Symphony in D minor; Debussy's L'Apres Midi d'un Faune, Strauss' Don Juan.

Wednesday, July 20: Giovanni Bagarotti, violinist, playing the Burch Violin Concerto in G minor.

Thursday, July 21: Artur Rubinstein, pianist, playing the Tchaikovsky Concerto.

Saturday, July 23: Fifth annual Romberg Night with Sigmund Romberg conducting the orchestra. Program includes, Kirsten Kenyon, soprano, and Gene Marvey, tenor, as soloists, and the first performance of Romberg's American Humoresque.

Unreserved seats: 30¢-60¢-$1.40. Reserved seats: $2.00. Table for eight (reserved): $24.00. Publicity: Margaret Hartigan, CI. 6-4462.

Thursday July 21 — PREMIERE: "IN THE GOOD OLD SUMMERTIME" (Movie) MUSIC HALL, 6TH AVE. & 50TH
MGM release, filmed in technicolor, starring Judy Garland, Van Johnson, S.Z. Sakall, Spring Byington, and Clinton Sundberg. A romantic comedy centering around a small music shop in Chicago in the year 1900. Producer: Joe Pasternak. Director: Robert Z. Leonard. Costumes: Irene and Valles. Publicity: Herbert Crooker, LU. 2-2000.

Friday July 22 — PREMIERE: "YOU'RE MY EVERYTHING" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth Century-Fox technicolor picture story about show business from the last days of vaudeville to the beginning of the "talkies". Starring Dan Daily, Anne Baxter, Anne Revere, and introducing Shari Robinson. Produced by Lamar Trotti. Directed by Walter Lang. Wardrobe: Charles Le Maire. Publicity: Jeannette Sawyer, CO. 5-3320.

Thursday July 28 — PREMIERE: "COME TO THE STABLE" (Movie) RIVOLI THEATRE, 1620 B'WAY
Twentieth Century-Fox release of the film based on Clare Booth Luce's story of 2 French nuns who establish, with many difficulties, a children's hospital in the United States. It stars Loretta Young, Celeste Holm, Hugh Marlowe and Elsa Lanchester. Producer: Samuel G. Engel. Director: Henry Koster. Wardrobe: Charles Le Maire. Publicity: Jeannette Sawyer, CO. 5-3320.